



BeSo[®]RESPONSIBLE

- ▶ Ecological textile dyeing
- ▶ Save energy and water
- ▶ Your contribution to protecting nature

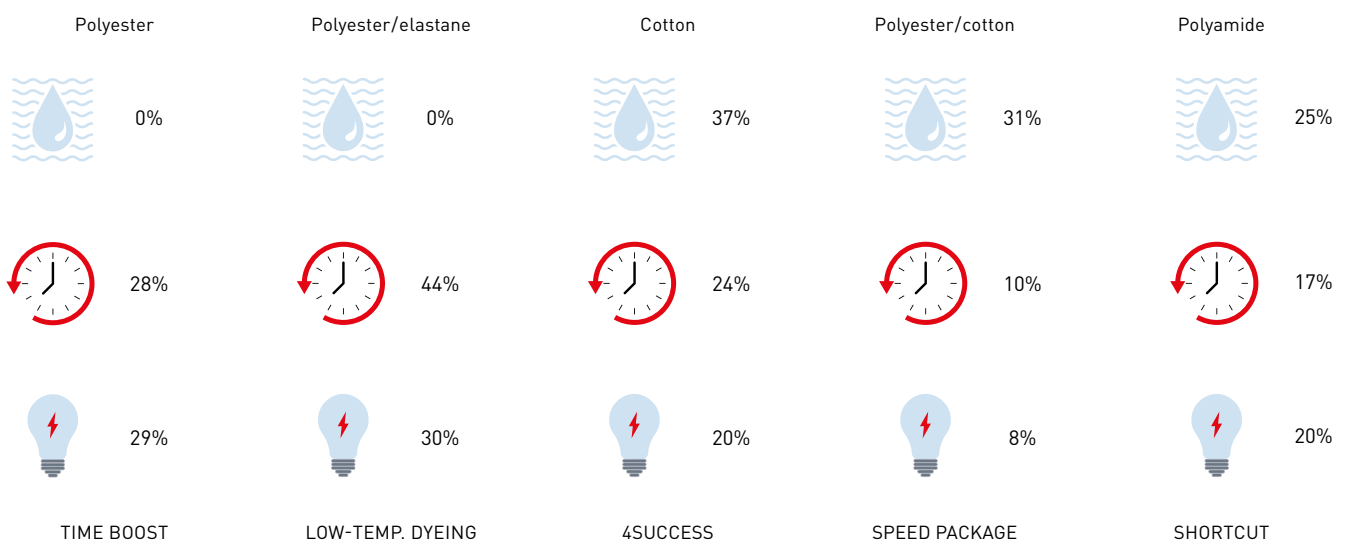
Smart effects with character

BeSo[®]RESPONSIBLE – your resource-efficient concept

Clothing is essential for our life. However, textile production requires a tremendous amount of energy and water. Did you know that the fashion industry currently uses around 79 billion cubic metres of water? It is time for a rethink! With the BeSo[®]RESPONSIBLE system, we empower you to save water, energy and CO₂. BeSo[®]RESPONSIBLE is CHT's **best solution** that can be tailored to your individual requirements, ensuring optimal efficiency during the entire textile dyeing processes. It is up to you to take responsibility!

BeSo[®]RESPONSIBLE – just one of our smart effects with character.

Potential savings for different fibres



- ▶ Sustainable optimisation of your processes
- ▶ Ecological savings due to minimal consumption of water and energy
- ▶ The key to strengthening your sustainability strategy
- ▶ In support of the United Nations Sustainable Development Goals
- ▶ Measured by
 - monitoring process time, consumption of water and energy, comparing to standard process

BeSo[®]RESPONSIBLE



The resource-efficient concept is equipped with:

Dyestuffs from our Bezema Colour Solutions product ranges BEZAKTIV GO, BEMACRON HP-LTD, BEMACRON RS and BEMACID E-TL.

Selected auxiliaries from the following product families: COTOBLANC, REWIN, REVOFIX, REDULIT, INTENSOL and PAFIX.



Our products meet the highest standards. Find out more at: www.cht.com/beso-responsible